

ABSTRACT OF THE DISCLOSURE

A virtual character sending method for sending, from a server computer to a client computer, a virtual character whose figure is changed based on services having been provided from the server computer to the client computer. The method includes the step of updating the virtual character to be sent to the user based on points accumulated according to the services provided, the step of sending data representing the updated virtual character to the user, and the step of providing a service requested from the user and adding up the points corresponding to the service provided.